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TvB

GROSS NATIONAL PRODUCT
TOTAL ADVERTISING VOLUME
TELEVISION AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
March, 1981

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-661-8441

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 3/2/81

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.4	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.0	+11.6	37,920	+12.6	1.98
1978	2,156.1	+12.4	43,950	+15.9	2.04
1979	2,413.9	+12.0	49,520	+12.7	2.05
1980	2,628.8	+ 8.9	54,750	+10.6	2.08
1981	2,920.0	+11.1	60,660	+10.8	2.08
1982	3,295.0	+12.8	67,575		2.05
1983	3,650.0		75,280		2.06
1984	4,045.0		83,860		2.07
1985	4,480.0		93,420		2.09
1986	4,965.0	+10.8*	104,070	+11.4*	2.10
1987	5,500.0		115,930		2.11
1988	6,095.0		129,150		2.12
1989	6,755.0		143,870		2.13
1990	7,480.0		160,270		2.14

Sources: GNP, U.S. Dept. of Commerce 1960-80. TvB estimates 1981-90.
Ad Volume, McCann-Erickson 1960-81 TvB estimates 1982-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 3/2/81

	AD VOLUME		TV AD VOLUME		
	Millions	% Change	Millions	% Change	% Of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,750	+10.6	11,330	+11.6	20.7
1981	60,660	+10.8	12,630	+11.5	20.8
1982	67,575	↑	14,400	↑	21.3
1983	75,280	|	16,410	|	21.8
1984	83,860	|	18,710	|	22.3
1985	93,420	|	21,330	|	22.8
1986	104,070	+11.4*	24,320	+14.0*	23.4
1987	115,930	|	27,720	|	23.9
1988	129,150	|	31,600	|	24.5
1989	143,870	|	36,020	|	25.0
1990	160,270	↓	41,070	↓	25.6

Sources: Ad Volume, McCann-Erickson 1960-81
TvB estimates 1982-90
TV Ad Volume, McCann-Erickson 1960-80
TvB estimates 1981-90

TELEVISION AD VOLUME 1960-1990

Revised 3/2/81

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	- 8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+ 2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,330	+11.6	5,105	+11.0	45.0	3,260	+13.5	28.8	2,965	+10.6	26.2
1981	12,630	+11.5	5,720	+12.0	45.3	3,620	+11.0	28.7	3,290	+11.0	26.0
1982	14,400	↑	6,520	↑	45.3	4,100	↑	28.5	3,780	↑	26.2
1983	16,410		7,430		45.3	4,630		28.2	4,350		26.5
1984	18,710		8,470		45.3	5,240		28.0	5,000		26.7
1985	21,330		9,660		45.3	5,920		27.7	5,750		27.0
1986	24,320	+14.0*	11,010	+14.0*	45.3	6,700	+13.0*	27.5	6,610	+15.0*	27.2
1987	27,720		12,550		45.3	7,570		27.3	7,600		27.4
1988	31,600		14,310		45.3	8,550		27.0	8,740		27.7
1989	36,020		16,310		45.3	9,660		26.8	10,050		27.9
1990	41,070	↓	18,600	↓	45.3	10,910	↓	26.6	11,560	↓	28.1

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Sources: Tv Ad Volume, McCann-Erickson 1960-80
TvB estimates 1981-90

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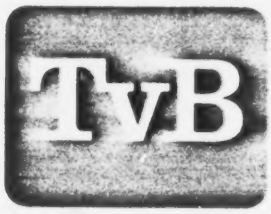

GROSS NATIONAL PRODUCT
TOTAL ADVERTISING VOLUME
TELEVISION AD VOLUME
1960-1980

Research Department
Television Bureau of Advertising
August, 1981

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-661-8441

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 8/15/81

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.0	+11.6	37,920	+12.6	1.98
1978	2,156.1	+12.4	43,950	+15.9	2.04
1979	2,413.9	+12.0	49,520	+12.7	2.05
1980	2,626.1	+ 8.8	54,680	+10.4	2.08
1981	2,950.0	+12.3	61,000	+11.6	2.07
1982	3,280.0	+11.2	68,000	↑	2.10
1983	3,630.0	↑	75,840	|	2.09
1984	4,020.0	|	84,560	|	2.10
1985	4,450.0	|	94,280	|	2.12
1986	4,925.0	+10.7*	105,120	+11.5*	2.13
1987	5,455.0	|	117,210	|	2.15
1988	6,035.0	|	130,690	|	2.17
1989	6,680.0	|	145,720	|	2.18
1990	7,400.0	↓	162,480	↓	2.20

Sources: GNP, U.S. Department of Commerce 1960-80. TvB estimates 1981-90.
Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 8/15/81

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,680	+10.4	11,366	+11.9	20.8
1981	61,000	+11.6	12,630	+11.1	20.7
1982	68,000	↑	14,375	↑	21.1
1983	75,840	|	16,370	|	21.6
1984	84,560	|	18,640	|	22.0
1985	94,280	|	21,225	|	22.5
1986	105,120	+11.5*	24,175	+13.9*	23.0
1987	117,210	|	27,535	|	23.5
1988	130,690	|	31,370	|	24.0
1989	145,720	|	35,740	|	24.5
1990	162,480	↓	40,725	↓	25.1

Source: Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.
TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TELEVISION AD VOLUME 1960-1990

Revised 8/15/81

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 3.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,630	+11.1	5,540	+ 8.0	43.9	3,700	+13.2	29.3	3,390	+14.3	26.8
1982	14,375	↑	6,280	↑	43.7	4,170	↑	29.0	3,925	↑	27.3
1983	16,370	|	7,125	|	43.5	4,700	|	2.0	4,545	|	27.8
1984	18,640	|	8,080	|	43.4	5,295	|	28.4	5,265	|	28.2
1985	21,225	|	9,160	|	43.2	5,970	|	28.1	6,095	|	28.7
1986	24,175	+13.9*	10,390	+13.4*	43.0	6,725	+12.7*	27.8	7,060	+15.8*	29.2
1987	27,535	|	11,780	|	42.8	7,580	|	27.5	8,175	|	29.7
1988	31,370	|	13,360	|	42.6	8,545	|	27.2	9,465	|	30.2
1989	35,740	|	15,150	|	42.4	9,630	|	26.9	10,960	|	30.7
1990	40,725	↓	17,180	↓	42.2	10,850	↓	26.6	12,695	↓	31.2

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.